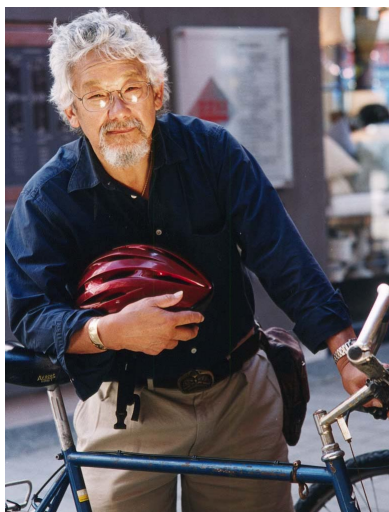


Dr. David Suzuki to Receive 2004 Lindbergh Award

It is an honor, a privilege, and a delight to present this year's Lindbergh Award to Dr. David Suzuki, who not only embodies our Foundation's philosophy of balance between nature and technology, but also brings to this philosophy his own deep intelligence and warm humanity, with an eloquence that communicates his message and ours worldwide," said Foundation President Reeve Lindbergh. Dr. Suzuki's work on behalf of the environment has taken him around the globe, and it is this work that makes him an outstanding choice for the 2004 Lindbergh Award. He will accept the award at The Explorers Club on Tuesday evening, May 4.

Like so many of our Lindbergh Awardees, Dr. Suzuki's profound respect for nature came about during his childhood. Although he is a third generation citizen of Canada, he and his family were moved to a camp in the Canadian Rockies during WWII because of their Japanese heritage. With no teachers in the camp, he spent his days exploring the mountains, fishing, and watching bear and wolves.

Today, Dr. Suzuki has a highly distinguished career in science, broadcasting, journalism, environmentalism and human rights. He has worked in and



oceans and fishing. As a result of his extensive work on behalf of the environment, he has received UNESCO's Kalinga Prize for Science, the United Nations Environmental Medal, and the United Nations Environment Program's award. He also received the Global 500 award and holds 12 honorary degrees.

Using science and education to protect the balance of nature and our quality of life, the David Suzuki Foundation seeks out and commissions the best, most up-to-date research to help reveal ways we can live in balance with nature. One highly successful program is the Nature Challenge, which invites people to take responsibility for themselves and their environment by committing to choose three of the top 10 most effective ways people can conserve nature, and doing them over the course of a year. "In our busy lives most of us have forgotten that it is nature that supports everything that we do," says Suzuki. As of February 16, 2004, more than 101,000 individuals had signed on to take the Nature Challenge.

Dr. Suzuki is perfectly suited for his calling. He uses a common sense approach to communicating the delicate balance that exists between people and the environment, which supports all life, and has a gift for explaining complex scientific subjects in common terms.

The Golden Rule Applies to Everyone and Everything

"Do unto others as you would have them do unto you." This timeless rule applies to children and adults alike. The Suzuki Foundation has adapted this phrase to address how we treat our environment. "Whatever we do to nature, we do to ourselves," is the slogan for the Foundation's Web of Life project. This project works at individual, corporate and government lev-

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**"Whatever we do to nature,
we do to ourselves"**

– Dr. David Suzuki

reported on most parts of the world, covering all facets of the environment, and has written several books for children and adults including *The Sacred Balance* and a best selling autobiography, *Metamorphosis: Stages in a Life*. In addition, he writes a weekly column called "Science Matters," and hosted the television series "The Nature of Things with David Suzuki," which is broadcast in more than 30 countries around the world. And, he serves as volunteer chairman of the David Suzuki Foundation, which addresses the issues of climate change, forest and wild lands,

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els to help integrate environmental conservation into our daily lives. The goal is to provide people with practical solutions to conserve our natural capital.

"I thought that the responsibility of every generation was to receive the earth from our ancestors and to pass it on to future generations as we received it," says Suzuki. It seems that so many environmental scientists are viewed as doomsayers who predict intangible and unfathomable changes to the environment. And with predictions focusing on the next 50 - 100 years these issues seem too distant to worry about today. Yet the next 50 - 100 years includes the lives of our children and grandchildren. Financial planners encourage planning for the future. After all, retirement and college educations are each 20-30 or more years in the future. Many people leave financial legacies to their families or philanthropic organizations. So, why not consider the environmental legacy we are leaving our descendants?

The Four Sacred Elements

In an interview with Bill Moyers, Dr. Suzuki explained that the idea behind his book, *The Sacred Balance: Rediscovering Our Place in Nature* is the notion that there are four sacred elements: earth, air, fire and water. We are the air that we breathe and the water that we drink, he says, pointing to the growing occurrence of asthma as a significant indicator of the quality of the air we breathe each and every day. We are soil and fire, too. Everything our bodies need to live, he says, is sunlight, captured by plants, which grow in the soil.

In much the same way that Charles Lindbergh was inspired by the Masai in Africa, Dr. Suzuki was profoundly influenced by the insights gained from aboriginal people he met in the Amazon and elsewhere. Aboriginal people around the world have known for eons that "solutions are in our nature," a simple, yet prophetic phrase that Dr. Suzuki uses so eloquently when talking about the environment. As a result of this revelation, he wrote *Wisdom of the Elders* to show that aboriginal ideas and science were highly compatible. Lindbergh also held a deep respect for primitive cultures. In his 1964 article, "Is Civilization Progress?" Lindbergh wrote: "I believe there is wisdom in the primitive

that the civilized cannot afford to lose"

As far back as 1929 Anne Morrow Lindbergh expressed concern for the natural environment in a letter to her sister. "Why do progress

"Solutions are in our nature"

— Dr. David Suzuki

and beauty have to be so opposed?" she wrote. "I feel it's quite a terrible responsibility to sweep away all that without weighing carefully whether it is 'better' as well as 'newer.' But people never seem to doubt it for a moment; they swagger right in with reckless assurance that 'Progress is the thing.' REAL progress I suppose is – not exploitation." Dr. Suzuki seems to agree. "We think anything new is good. Anything that's old is bad," he said. There have been extraordinary technological advancements in the past 100 years or so. Modern medical technology keeps us alive longer and longer, television, global communications, computers, all represent progress that we can't imagine living without. "But I think it's important to put it all into perspective," said Suzuki. "I don't want to stop progress if progress is about improving the quality of our lives. If life is all about more stuff, if it's about quantity, if bigger is better, if more is better, then yes, [I am] against that."

The Lindbergh Foundation is pleased to honor Dr. Suzuki with the 2004 Lindbergh Award for his outstanding dedication to balance.

The Nature Challenge

Dr. Suzuki's Top 10 List

THE BEST WAYS TO CONSERVE NATURE

1. Reduce home energy use by 10%
2. Choose an energy-efficient home and appliances
3. Replace dangerous pesticides with alternatives
4. Eat meat-free meals one day a week
5. Buy locally grown and produced food
6. Choose a fuel-efficient vehicle
7. Walk, bike, carpool or take transit
8. Choose a home close to work or school
9. Support car-free alternatives
10. Learn more and share with family and friends



You are Invited to Attend the
2004 Lindbergh Award

Honoring

DR. DAVID SUZUKI

Tuesday, May 4, 2004

The Explorers Club

46 E. 70th Street
New York City

Contact:

763/576-1596 or

www.lindberghfoundation.org
for more information.